Project Profile/Assessment

I. Overview

Date Submitted: _____/_____/_____

This Project Profile Assessment (PPA) is required with all requests for incentive funding through the Downtown Investment Authority (DIA) regardless of the program request being made or current status. It is important that you complete the PPA as accurately and completely as possible (as applicable); however, changes will be permitted as the request is being processed. Please type responses or print legibly for clarity.

II. Business Project Name

Name as Registered: ____________________

Entity to be formed: ____________________

Doing Business As: ____________________

III. Applicant Information

Primary Point of Contact ____________________

Contact Method: Cell Phone ____________ Other Phone: ____________

E-mail ____________________

Mailing Address ____________________

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Second Point of Contact ____________________

Contact Method: Cell Phone ____________ Other Phone: ____________

E-mail ____________________

Mailing Address ____________________

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Authorized Agent #1 ____________________

Relationship/Role ____________________

Contact Method: Cell Phone ____________ Other Phone: ____________

E-mail ____________________

Mailing Address ____________________

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Authorized Agent #2 ____________________

Relationship/Role ____________________

Contact Method: Cell Phone ____________ Other Phone: ____________

E-mail ____________________

Mailing Address ____________________

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IV. Business Activity (*Complete each section as relevant if mixed use*)

For all new businesses, a business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.

____ **Multifamily Housing** (*Select one or both as may be applicable*) For Rent ____ For Sale ____

1. Property type: Apartment _____, Townhome _____, Condominium _____
2. Number of floors with leasable/occupiable units: _________
3. Number of occupiable living units: Studio _____, 1 BR _____, 2 BR _____, 3 BR _____, Other _____
4. Private amenities: ____

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5. Public Amenities: ____

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____ **Retail / Restaurant / Bar or Entertainment Venue**

1. Principal nature of the business: ____
2. Number of employees anticipated: Full-time __________ Part-time __________
3. Proposed Hours of Operation:

	Mo	Tu	We	Th	Fr	Sa	Su
Open:	______	______	______	______	______	______	______
Close:	______	______	______	______	______	______	______

____ **Office / Commercial Space**

1. Principal nature of the business: ____
2. Number of employees: Full-time __________ Part-time __________

____ **Hotel/Hospitality**

1. Principal nature of the business: ____
2. Number of employees anticipated: Full-time __________ Part-time __________
3. Private amenities: ____

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4. Public Amenities: ____

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____ **Other Business**

1. Principal nature of the business: ____
2. Number of employees anticipated: Full-time __________ Part-time __________
3. Additional Info: ____

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V. Project Information (*Real Estate Location and Info*)

Property Location: ____

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____ **Leased Space (*As applicable, provide a copy of the lease if available*)**

1. Square footage: ___________, Number of floors: ________, Sidewalk/outdoor space (sq ft): ___________
2. Status of the lease:

   In negotiation _____, Under contract _____, Start Date _____/_____/_____ End Date _____/_____/_____
3. Landlord/Owner: ____

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____ **Owned Space (*Complete for property currently owned or to be acquired*)**

1. Project requirement (Y/N): Demo of a building _____ Rehab of a building _____ New Construction _____
2. Status of the property: In negotiation _____ Under contract _____ Owned by Applicant _____
3. Building use: Single-user Comm'l ______ Multi-tenant Comm'l _____ Multifamily _____ Mixed-use _____
4. Building Info: (* *NSF – Net Square Footage*)

Total square footage:	_________	Leasable space NSF	_________
Number of floors:	_________	Year Built	_________
Residential NSF	_________	Current Vacancy %	_________
Retail NSF	_________	Current Vacancy %	_________
Office NSF	_________	Current Vacancy %	_________
Private Amenity NSF	_________	Structured Parking (# of Spaces):	_________
Public Amenity NSF	_________	Surface parking (# of Spaces):	_________
Other NSF	_________		

5. Historic Status (Y/N if known):
   a. Contributing Structure in the Downtown National Historic District: _______
   b. Listed on the National Registry of Historic Places: _______

c. Designated as a local Historic landmark or that process is underway through the COJ Planning and Development Department Historic Preservation Commission: _______

5. Duval County Property Appraiser RE #: ______________________________

6. Duval County Property Appraiser: Value: ______________________ As of Date _____/_____/_____

7. Appraised value (Provide a copy of any appraisals completed within the past year):

   a. As Is: Value: ______________________ As of Date _____/_____/_____

   b. Upon Completion: Value: ______________________ As of Date _____/_____/_____

   c. As Stabilized: Value: ______________________ As of Date _____/_____/_____

8. Acquisition price: $____________________________ Date of Acquisition _____/_____/____

VI. Applicable DIA Incentive Program Name (*See program guidelines for additional information*)

Additional information on each of the following incentives programs and their related requirements can be found at https://dia.coj.net Please review that information thoroughly prior to submitting the PPA or scheduling a meeting with DIA staff to discuss the proposed project.

_____ Multi-family REV Grant $ ____________________

_____ Small Scale Residential Grant $ ____________________

_____ Affordable Housing Support Loan $ ____________________

_____ Commercial Revitalization Program $ ____________________

_____ Retail Enhancement Programs $ ____________________

  a) _____ Basic Retail Enhancement Grant $ ____________________

  b) _____ Core Area Retail Enhancement Grant $ ____________________

  c) _____ Targeted Food and Beverage Grant (FAB-REP) $ ____________________

  d) _____ Sidewalk Enhancement Grant $ ____________________

    i. _____ In combination with FAB-REP $ ____________________

    ii. _____ Stand-alone $ ____________________

  e) _____ Waterfront Restaurant Grant $ ____________________

_____ Boutique Hotel Rev Grant $ ____________________

_____ Downtown Preservation & Revitalization Program $ ____________________

_____ Historic Preservation Trust Fund $ ____________________

_____ Façade Grant Program $ ____________________

_____ Mobility Fee Credit Incentive $ ____________________

_____ Parking Screening/Landscape Grant $ ____________________

_____ Stormwater Quality Credits $ ____________________

_____ Land Contribution $ ____________________

_____ Downtown Economic Development Grant $ ____________________

_____ Other $ ____________________

_____ Other $ ____________________

VII. DIA Goals Met and Reasoning (*See the DIA BID Strategy for Strategic Objectives and Benchmarks*)

_____ Goal 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region's epicenter for business.

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_____ Goal 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle

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_____ Goal 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown

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_____ Goal 4: Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions

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_____ Goal 5: Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

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_____ Goal 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

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_____ Goal 7: Capitalize on the aesthetic beauty of the St. John's River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.

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_____ Goal 8: Simplify and increase the efficiency of the approval process for downtown development and improve departmental and agency coordination.

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VI. Additional Information to be Provided

1. *For all new businesses being established, please provide the following as available:*
    a. *A business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.*
    b. *Sources and Uses of Capital (Development Budget) – During Construction and Following Completion and with identification of lenders and term sheets or LOIs where available.*
    c. *Construction Budget – Should reconcile to the Development Budget as well.*
    d. *Operating Pro Forma – Preferably ten years, three years at minimum.*
    e. *Copy of any lease agreements being negotiated or already executed.*
    f. *Copy of any appraisal of the property completed within the past year.*
    g. *Copy of any market study for the project completed within the past year.*
2. *Program specific application as necessary.*